

*Monogram* PICTURES

*presents*

**Alan LADD**

**Julie BISHOP**

**Edith FELLOWS**

**Wilbur EVANS**

*in*

**"THE  
RIGHT  
MAN"**

*former title* **"HER FIRST ROMANCE"**

*Produced by*

**I. E. CHADWICK**

*Directed by*

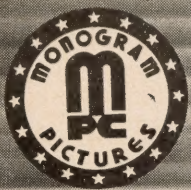
**EDWARD DMYTRYK**

(Director of "Hitler's Children")

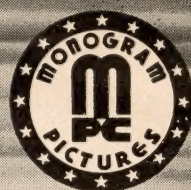
*Screenplay by*

**ADELE COMANDINI**





# Publicity



## Alan Ladd Sensational Star Discovery of Year

Horatio Alger had it easy. He should have tried it in Hollywood and had his ears slapped back for a few years to find out how tough it is to come up from nothing.

Alan Ladd could tell him. Listen to Alan, Horatio.

He asks no sympathy. In fact, he'll not talk about his continuous early disappointments himself. But he has hosts of friends in the film colony who have told.

He can count back in little more than weeks the time when he received not one of the present volume of 2000 fan mail letters weekly. With "China," "Lucky Jordan," "The Glass Key" following his hit in "This Gun for Hire," Alan is just about the "hottest" name in pictures today.

Yes, he is now a big name star. But he was not long ago a "grip," a laborer in the studios. He was not long ago a soda jerk. He was not long ago earning seventy-five cents as his salary for one week in a radio show. He was not long ago sleeping in the little theater where he studied because he had no car fare home. He had no home. About all he had was the four letter word that sports circles use to describe intestinal fortitude . . . and a great ability as an actor that had yet to be discovered.

Were Alan Ladd to walk into the . . . theater where his picture, "The Right Man" is playing today, he would spend a lot of time autographing souvenirs for his fans. A short time back he would have entered the . . . unknown as just another customer.

In high school he was a popular and successful youngster. At North

Hollywood High School he was a track star, competing in the 100 and 220 yard dashes, and shot putting. He was a greater swimming star and still holds the 50-yard inter-scholastic freestyle record. He was West Coast diving champion in his senior year. That same year he sang the leading role of Koko in "The Mikado" when it was presented by the school.

Then came a lapse in his dramatic career interspersed with a variety of unimpressive and equally unsuccessful jobs. Finally he became a cafe owner, a small one, but it paid a profit. He could leave it with help and became a studio grip.

Later, after selling the cafe, he made up his mind to leave his studio job and try to become the actor he had long dreamed of becoming. That is when Hollywood couldn't see him. Hollywood wasn't even looking in his direction.

Enrolled in a dramatic school he found his expenses went on, no jobs came his way, and without funds he went rather hungry most of the time. One radio show netted him seventy-five cents as his share of the week's profit on the program.

## Alan Ladd at Popularity Peak in "The Right Man"

(Review)

Time is marked in Hollywood by the ascendancy of stars. There have been, among men, the sequences of such as Wally Reed, Rudolph Valentino, Robert Taylor, Tyrone Power. Now the new star who is getting more than twice as much fan mail as Valentino at the height of his career is Alan Ladd.

Blond, handsome, and possessing the virility in both appearance and performance that have made him the sensation in such recent hits as "China," "Lucky Jordan," and "The Glass Key," Ladd is now to be seen at the . . . theatre in Monogram's "The Right Man." Formerly titled "Her First Romance."

Ladd, Julie Bishop, Edith Fellows and Wilbur Evans, the four principals in the crossfire of emotions that set the stage for the exciting action of the story, climax their adventures in "The Right Man" in college vacation days.

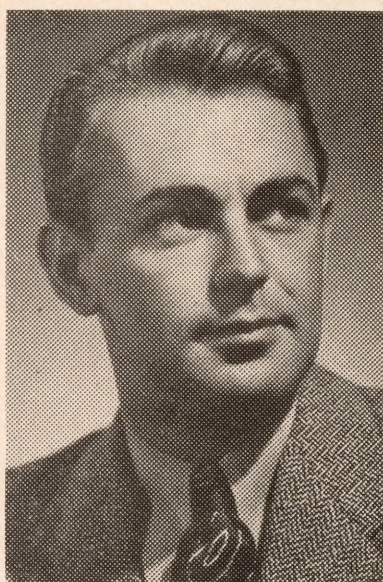
### NEW CAREER



Julie Bishop used to be known as Jacqueline Wells. Now she has changed her name and hits in Monogram's "The Right Man."

One Col. Scene Mat No. 3

### FAN FAVORITE



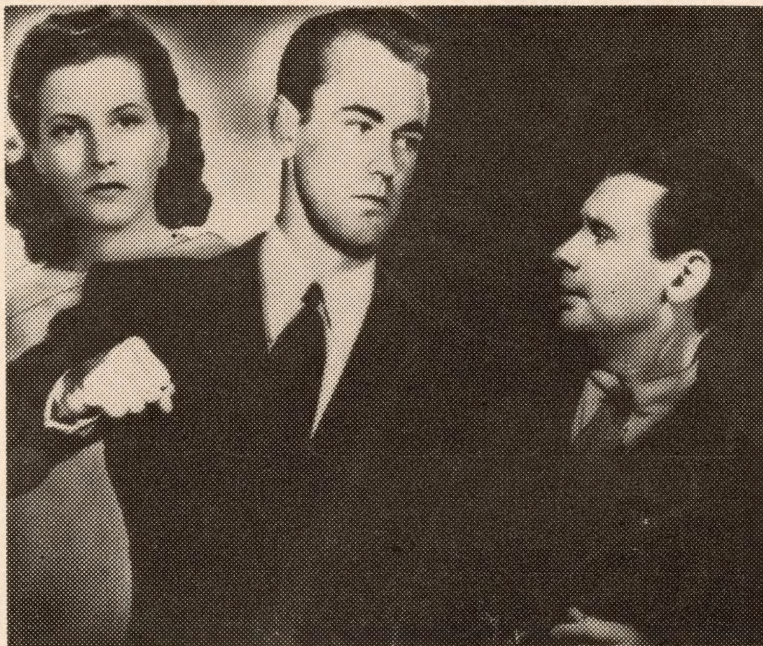
Alan Ladd, two-fisted star sensation of the year, comes to the . . . theatre on . . . in Monogram's "The Right Man."

One Col. Scene Mat No. 2

### CAST

John Gilman. . . ALAN LADD  
Eileen Strong JULIE BISHOP  
Linda Strong . . . EDITH FELLOWS  
Philip Niles. WILBUR EVANS  
Donald Whiting . . . ROGER DANIEL  
Marian Strong. . . JUDITH LINDEN  
Katy. . . MARION KERBY  
Susie Sloan MARLO DWYER  
Mrs. Whiting. . . OTTOLA NESMITH

### ADVENTURE, ROMANCE KEEP THEM BUSY



Julie Bishop, Alan Ladd and Wilbur Evans have a busy time in "The Right Man." Romance only stops when adventure interrupts—and that is often!

Two Colum Scene Mat No. 21

## What! No Julie? Am I Seeing Things? I Sure Am!

Curvaceous and refreshingly beautiful in the beginning of young womanhood in the early twenties, Julie Bishop has nevertheless been in existence for but a few short years. In fact, there really is no Julie Bishop but it would be hard to convince any but a blind man of that.

Julie Bishop, by way of explanation, is the successor to Jacqueline Wells. She has not only a new name but has carved for herself a new career in pictures since the change.

Once well started in Hollywood, she had the reverses so common to many players, returned to Wisconsin to do little theatre work. Re-

turning West, she played at the Pasadena Community Playhouse, changed her name and is now on a new career. She has the feminine lead in "The Right Man," opposite Alan Ladd. The picture, formerly called "Her First Romance," is now playing at the . . . theatre.

Selfish and self-centered in her role as the predatory sister who only has to see a fine specimen of manhood such as Ladd to want him, she handles the difficult role with a finesse that adds to the stature of her rating as an actress. This role is in direct contrast to her recent hit portrayal in the feminine lead of "Action in the North Atlantic."

## New Star Tops Valentino's Mail

(Advance)

Alan Ladd, who has suddenly and surprisingly found himself the motion picture star discovery of the year because those people who make stars, the picture audiences, have found him to be the "right man," comes to the . . . theatre on . . . Ladd tops the cast of the Monogram picture, "The Right Man."

Summer vacation from college sends three girls into the life of John Gilman, played by Ladd, to thrust him into a series of adventures that makes him the romantic target of all three and in the process sets man against man in a contest that doesn't stop with conversation.

As in the case of his recent "China," "Lucky Jordan," and "The Glass Key," Ladd doesn't have to hunt for adventure and excitement. They follow him.

Adele Comandini, author of Deanna Durbin's "Three Smart Girls," wrote the screenplay that puts him in the enviable position of having to make a choice between Julie Bishop and Judith Linden until Edith Fellows enters the scene to settle the issue.

Edith plays the role of Linda Strong, the typical student who thinks college was made for study. She quickly finds her most profitable study a book titled, "How To Win A Man." Julie Bishop, playing the role of Eileen, Linda's older sister, has already captured their cousin's fiancée, but has set her cap now for still another conquest. Edith discovers the impending play and enters the field herself, with her textbook, "How To Win A Man," under her arm.

### FAN FAVORITE

Alan Ladd has joined the list of best-sellers at the post office window, adding his name to the list of the late Rudolph Valentino, Clark Gable, Tyrone Power, Gary Cooper and such other stars as recipient of most fan mail.

Averaging better than 2000 letters a week since his performances in "China," "The Glass Key," and "Lucky Jordan," Ladd surpasses in quantity of mail that received by Valentino at the peak of his popularity. Ladd is now showing in Monogram's "The Right Man" at the . . . theatre. Formerly the picture was called "Her First Romance."

### CREDITS

Produced by  
I. E. CHADWICK  
Associate Producer  
HERMAN WOHL  
Directed by  
EDWARD DMYTRYK  
Assistant Director  
AL ALT  
Photography by  
JOHN MESCALL  
Sound by  
KARL ZINT  
Musical Director  
GREGORY STONE  
Lyrics by  
S. CHARLES CAINE  
Film Editor  
WILLIAM ZIEGLER  
Screenplay by  
ADELE COMANDINI  
Based on the Novel, "Her Father's Daughter," by  
GENE STRATTON-PORTER

## THE STORY

(Not for Publication)

John (Alan Ladd), engaged to Marian Strong (Judith Linden), finds his life a complicated admixture of romance and adventure when Marian's two cousins, sisters, in turn enter his life romantically. The sisters, Eileen and Linda Strong (Julie Bishop and Edith Fellows), quickly change the story from simple romance to a whirlwind of emotional and physical conflicts.

Stealing the affections of John, Eileen, self-centered and acquisitive with men, is inspiration for her sister Linda to enter the romantic lists in an effort to thwart her sister's selfish adventure.

Linda is a typical college student, kept in the ugly duckling category by her older sister until her rebellion. When Eileen steals John from Marian she blossoms in new found glamor.

Walking through the woods she meets Philip Niles, famous concert singer. She plans to interest him in Marian, who still prefers John. This brings the two men into jealous conflict that climaxes in wholehearted physical combat when John finds that both Marian and Niles are leaving town, he erroneously thinks together.

Meantime, Eileen has switched her fickle attentions from John to Niles, but despite her efforts to snare him, he finds himself in love with a newly grown-up and thoroughly charming Linda.

John and Marian are reunited and, with Niles proposing to Linda, weddings are in the air.

## Alan Ladd Hit in "Right Man"

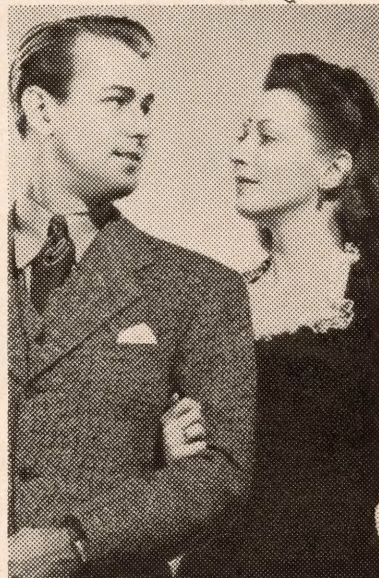
(Review)

Three girls on his mind and a jealous rival in his hair. When he isn't wondering where his heart belongs he is wondering where the next uppercup is going to land.

That for Alan Ladd is what keeps the popular new star dividing his time between the love seat in a summer cottage and the hot seat of fisticuffing in "The Right Man," Monogram picture current at the . . . theatre. The film was previously called "Her First Romance."

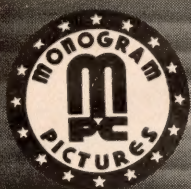
Fiancee of Judith Linden as Marian Strong, he becomes the romantic target for the self-centered cousin of his sweetheart, Eileen Strong, played by Julie Bishop. With troubles enough he gets an added quota with the decision of Linda Strong, sister of Eileen and played by Edith Fellows, to foil her acquisitive sister by entering the competition herself. Ladd so finds himself in a role in "The Right Man" that brings him more glory to add to his performances in "China," "Lucky Jordan," and "The Glass Key."

### TWO NEW STARS

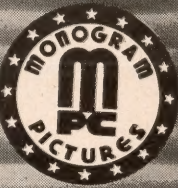


Alan Ladd and Julie Bishop, both new stars of 1943, appear together in the exciting Monogram picture, "The Right Man."

One Col. Scene Mat No. 1



# ADVERTISING



The **RIGHT MAN** for **THREE WOMEN!**

He'll hit any man who needs it...  
he's a hit to three women who need him!  
Ladd is the man... **THE RIGHT MAN!**

Monogram PICTURES  
presents  
**Alan LADD**  
**Julie BISHOP**  
**Edith FELLOWS**  
**Wilbur EVANS**  
in  
**"The RIGHT MAN"**  
former title  
"Her First Romance"

Produced by I. E. CHADWICK ★ Directed by EDWARD DMYTRYK  
Screenplay by ADELE COMANDINI  
Two Column Ad Mat No. 22

To Men... **THE RIGHT MAN!**  
To Women... **THE ONLY MAN!**

in this maelstrom of adventure  
and romance that finds two  
men fighting for one girl and  
three girls fighting for **THE MAN**

Monogram PICTURES  
presents  
**Alan LADD** ★ **Julie BISHOP**  
**Edith FELLOWS** ★ **Wilbur EVANS**  
in  
**"The RIGHT MAN"**  
former title: "Her First Romance"

Produced by I. E. CHADWICK ★ Directed by EDWARD DMYTRYK  
Screenplay by ADELE COMANDINI  
Two Column Ad Mat No. 23

**THREE GIRLS  
ON HIS MIND!**  
One in his heart...  
One in his eye...  
One in his hair...  
and all three know he's  
**THE RIGHT MAN!**

ALAN LADD ★ JULIE BISHOP  
EDITH FELLOWS ★ WILBUR EVANS  
in  
**"THE RIGHT MAN"**  
Former Title  
"Her First Romance"

One Col. Ad Mat No. 4

Mr. Exhibitor---

**Alan Ladd is all you need to say!**

**He is today's sensation of the screen---and that makes "The Right Man" your opportunity!**

ALAN LADD ★ JULIE BISHOP  
EDITH FELLOWS ★ WILBUR EVANS  
in  
**"THE RIGHT MAN"**  
Former Title  
"Her First Romance"

Two Column Ad Mat No. 24

**A MAN'S MAN...  
A WOMAN'S DREAM!**  
Hard as nails... handsome  
as a Greek God... he could  
use his head... or his fists  
... and he needs both!

Monogram PICTURES  
presents  
**Alan LADD**  
**Julie BISHOP**  
**Edith FELLOWS**  
**Wilbur EVANS**  
in  
**"THE RIGHT MAN"**  
Former Title  
"Her First Romance"

One Col. Ad Mat No. 5

# ACCESSORIES TO SELL THAT LADD!



ONE SHEET

INSERT CARD AND SET OF EIGHT  
11x14's—Also  
AVAILABLE AT EXCHANGE



THREE SHEET



SET OF TWO 22x28 CARDS



TITLE CARD

## Exploitation

"The Right Man." That's a title for exploitation. No showman needs tell his patronage that Alan Ladd is the "right man." He's the hottest name in pictures today. Hang every stunt you use on Ladd.

### WINDOW DISPLAY

Tie up with department or other store arranging feminine model to display sports clothes outfit. Seated on a secluded park bench background she will face towards large picture frame in which is captioned:

Waiting for the RIGHT MAN. He's blond, handsome, athletic, prominent. He will appear here (date).

Leave this teaser in window several days ahead of opening, inserting large portrait of Alan Ladd opening day, placing your local billing on separate card in corner of frame.

### MOTOR SCOOTER

In this day of motor scooter popularity every house can locate one for use in this stunt. Dress a cute girl in a bridal costume and have her ride the most traveled district near your house just before show time. Placards front and rear should read, respectively:

I'm looking for

'THE RIGHT MAN'

ALAN LADD'S

the man now at . . . . . theater.

### FAN MAIL GUESS

Alan Ladd is now receiving more than 2000 fan letters each week. That is more than Rodolph Valentino received at the peak of his popularity. Cash in. Set up replica of letter collection box in lobby and invite patrons to deposit a fan letter to him which theater will forward (by express) to Ladd. Invite them to deposit also their guess as to the number of letters received by the theater during the advance campaign on the engagement. Award prize from the stage on opening day of run. You get them in your lobby twice. Once to deposit letter and guess and again for your opening.

### BOOK STORE

Arrange with well-located book stores to set up window display of books that have been made into films with strong he-man characters. Mutiny on the Bounty, Gone With the Wind, and similar titles—not too many. Feature Gene Stratton-Porter's "Her Father's Daughter," from which "The Right Man" is adapted. This should be on easel display with suitable window card.

**Scanned from the collections of the  
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with support from Matthew and Natalie Bernstein.**

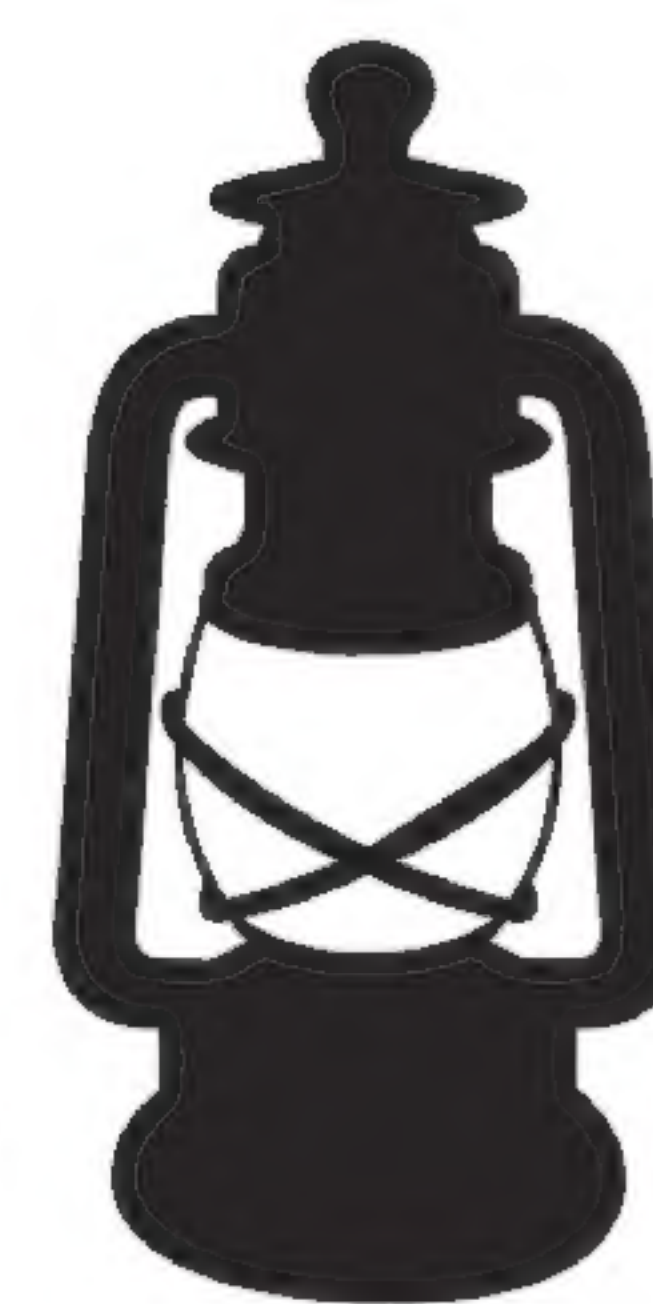


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HISTORY**

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